

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh profitabilitas, *leverage* dan likuiditas terhadap nilai perusahaan ritel yang terdaftar di BEI periode 2014-2018. Profitabilitas diproksikan dengan *return on equity*, *leverage* diproksikan dengan *debt to equity ratio*, dan likuiditas diproksikan dengan *current ratio*. Jenis penelitian ini adalah penelitian *causal comparative*, yakni mengidentifikasi hubungan sebab akibat antara dua variabel atau lebih. Populasi dalam penelitian ini sebanyak 23 perusahaan ritel yang terdaftar di Bursa Efek Indonesia (BEI) selama periode pengamatan tahun 2014-2018. Untuk menentukan sampel pada penelitian ini menggunakan metode *purposive sampling*, yaitu pengambilan sampel dengan adanya pertimbangan atau kriteria tertentu, sehingga diperoleh sampel sebanyak 7 perusahaan. Metode analisis yang digunakan adalah analisis regresi linier berganda dengan alat bantu aplikasi SPSS 21. Hasil penelitian ini menunjukkan bahwa profitabilitas (ROE) berpengaruh positif dan signifikan terhadap nilai perusahaan, artinya dengan meningkatnya profit suatu perusahaan maka akan meningkatkan nilai perusahaan pula. Variabel *leverage* (DER) berpengaruh positif dan signifikan terhadap nilai perusahaan, artinya penggunaan hutang yang dikelola dengan optimal akan memberikan keuntungan bagi perusahaan. Variabel likuiditas (CR) berpengaruh positif dan signifikan terhadap nilai perusahaan artinya dengan adanya aset lancar yang cukup pada perusahaan akan melancarkan pemenuhan kewajiban dengan aset lancar.

Kata Kunci: profitabilitas, *leverage*, likuiditas, dan nilai perusahaan.

ABSTRACT

This research aimed to find out profitability, leverage, and liquidity on the retail companies which were listed on Indonesia Stock Exchange 2014-2018. While, profitability was referred to Return On Equity, leverage was referred to Debt to Equity Ratio, and liquidity was referred to Current Ratio. Moreover, the research was causal comparative, in which identified cause and effect relationship of two variables or more. Furthermore, the population was 23 retail companies which were listed on Indonesia Stock Exchange during 2014-2018. Additionally, the data collection technique used purposive sampling, in which the sample was based on criteria given. In line with, there were 7 companies as sample. In addition, the data analysis technique used multiple linear regression with SPSS 21. Meanwhile, the research result concluded profitability (ROE) had positive and significant effect on the firm value. It meant, as the company's profit increased, the firm value increased also. Likewise, leverage (DER) had positive and significant effect on the firm value. In other words, the debt management which apply optimally would give benefit to the company. In addition, liquidity (CR) had positive and significant effect on the firm value. It meant, since the company's current asset was fulfilled enough; its obligation became smooth also.

Keywords: Profitability, Leverage, Liquidity, Firm Value



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12/02/2020

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